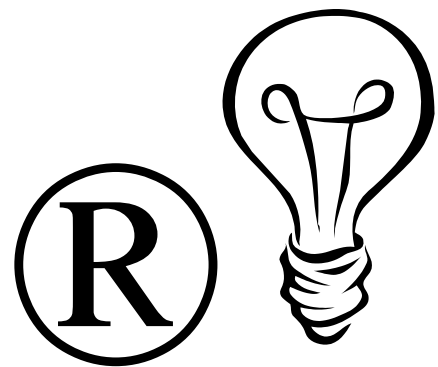


# Patents and Trademarks 101:

*A Free Seminar for Inventors, Entrepreneurs,  
Educators, Students and Legal Professionals*

**Wednesday, November 3, 2010  
Student Center Theater  
Georgia Institute of Technology**



|                      |   |
|----------------------|---|
| <b>8:30<br/>a.m.</b> | <b>Registration</b>   |
| <b>9:00</b>          | <b>Opening Remarks</b> <ul style="list-style-type: none"><li>• Catherine Murray-Rust, Dean of Georgia Tech Library</li></ul>  |
| <b>9:10</b>          | <b>Overview of Patents, Trademarks, Copyrights and Trade Secrets</b> <ul style="list-style-type: none"><li>• Dr. Michael Hydorn, Patent and Trademark Depository Library Program, USPTO</li></ul>   |
| <b>9:45</b>          | <b>Video: Promoting Innovation: Today's USPTO</b> <ul style="list-style-type: none"><li>• Dr. Michael Hydorn, USPTO</li></ul>   |
| <b>10:15</b>         | <i>Break</i>  |
| <b>10:30</b>         | <b>Conducting a Patent Search Using the USPTO Website</b> <ul style="list-style-type: none"><li>• Dr. Michael Hydorn, USPTO</li></ul>   |
| <b>11:30</b>         | <i>Lunch (on your own)</i>  |
| <b>1:00<br/>p.m.</b> | <b>PTDL Resources and Services at Georgia Tech Library</b> <ul style="list-style-type: none"><li>• Lisha Li, Patents Coordinator, PTDL Representative, Georgia Tech Library</li></ul>   |
| <b>1:15</b>          | <b>IP ecosystem, entrepreneurs, and sustainable technology companies</b> <ul style="list-style-type: none"><li>• Dr. Harold H. Shlevin, Head of Advanced Technology Development Center, Enterprise Innovation Institute, Georgia Tech</li></ul>   |
| <b>1:45</b>          | <b>Conducting a Federal Trademark Search Using the USPTO Website</b> <ul style="list-style-type: none"><li>• Hope Slonim, Esq., Sr. Staff Attorney, Office of Quality Review and Training, USPTO</li></ul>  |
| <b>2:45</b>          | <i>Break</i>  |
| <b>3:00</b>          | <b>Invention Promotion Firms: How to Ask the Right Questions</b> <ul style="list-style-type: none"><li>• Dr. Michael Hydorn, USPTO</li></ul>  |
| <b>3:30</b>          | <b>Local Resources for Inventors Panel</b> <ul style="list-style-type: none"><li>• Cem Oruc, Director of Commercialization Assistance, Georgia Small Business Development Center, University of Georgia</li><li>• Dave Savage, President of Inventors Association of Georgia</li><li>• Ron Reardon, President of the National Association of Patent Practitioners</li></ul> |
| <b>4:30</b>          | <b>Adjournment</b>  |



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